

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Erik Preston on March 1, 2010.

The application has been amended as follows: Claim 2 has been amended at line 18, after "the separate backlights" to add --, and the luminance level of the first display area is non-zero--.

REASONS FOR ALLOWANCE

2. The following is an examiner's statement of reasons for allowance: The prior art of record fails to teach, either singly or in combination, *the first and second display areas are provided on a transmissive liquid crystal display device with separate backlights for each of the display areas; both the first display area and the second display area are both on at the same time*. The prior art of record, US Patent No. 6,812,907, teaches a display device with two backlights that can be separately operated to save power, such that either one backlight is used for a small display, or both backlights are used for a larger display. However, prior art fails to teach or suggest, either singly or in combination, any motivation to use both backlights, but at separately

modulated non-zero luminance levels such that one backlight has a lower luminance than the other.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ILANA SPAR whose telephone number is (571)270-7537. The examiner can normally be reached on Monday-Thursday 8:00-4:00 EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Bipin Shalwala can be reached on (571)272-7681. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

ILS

/Amr Awad/
Supervisory Patent Examiner, Art Unit 2629